

# PRINTERS' INK.

*A JOURNAL FOR ADVERTISERS.*

GEO. P. ROWELL & Co., PUBLISHERS, 10 SPRUCE ST., NEW YORK.

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VOL. IV.      NEW YORK, FEBRUARY 25, 1891.      No. 8.

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## No Man Eats

A whole bunch of Celery.

He discards the long, tough, fibre, the  
leaves and the greenness. Presently  
he gets down to the crisp, meaty bits,

THEN THERE'S RELISH.

Do you want an advertisement like that?  
Stripped of its greenness, length and leaves;  
full of meat, snap, and crispness?

Do you want that advertisement placed where  
it will do the most good?

Address

**N. W. AYER & SON,**  
Newspaper Advertising Agents,  
PHILADELPHIA.

# USE THE BEST.

BOSTON, Feb. 9, 1891.

We believe in country newspapers. They pay us well. The Atlantic Coast Lists are the very BEST combination of country newspapers published. They have an immense circulation and reach buyers. They have always paid us and we intend to stick to them.

JOHN P. LOVELL ARMS CO.

ATLANTIC  
COAST LISTS  
1400 LOCAL PAPERS  
NEW ENGLAND MIDDLE  
AND SOUTHERN  
STATES

HARTFORD, Ct., Dec. 5, 1890.

We have used your Atlantic Coast Lists and with unvarying success. We consider yours the BEST List of co-operative papers extant, and one that will yield excellent results to advertisers.

A. D. WORTHINGTON & CO.

BUFFALO, N. Y., Jan. 17, 1891.

For several years past we have been using the entire Atlantic Coast Lists in advertising our Correspondence College, and are pleased to state that we have received excellent results. We consider your papers the most profitable of any of the co-operative lists.

J. L. BRYANT, Secretary,

Bryant & Stratton Correspondence College.

ATLANTIC  
COAST LISTS  
1400 LOCAL PAPERS  
NEW ENGLAND MIDDLE  
AND SOUTHERN  
STATES

For half a cent a line your papers are the cheapest and the BEST published.

ALDEN & FAXON,

Advertising Agents, Cincinnati, O.

ATLANTA, Ga., Dec. 18, 1890.

We desire to express our appreciation of your Union as a medium for profitable advertising. Through it we reach our patrons more effectually than through any other medium.

JOE S. NIX, Machinery Depot.

The Atlantic Coast Lists reach fully one-sixth of the entire reading population of the United States outside of large cities.

Half a cent a line per paper for transient advertising; considerably less for long-time orders.

ATLANTIC COAST LISTS,

134 Leonard Street, New York.

# PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST OFFICE, MARCH 27, 1890.

Vol. IV.

NEW YORK, FEBRUARY 25, 1891.

No. 8.

## A SCOTCH JOURNALIST'S IMPRESSIONS OF AMERICAN NEWSPAPERS.

By David E. Thomson.

To condense my impressions of American journalism after a tour in your country of nearly three months, covering visits to most of the large cities in the Eastern half of the States, is no easy task, as there are few subjects which cause so many and so varied impressions, with the exception, perhaps, of your many and varied countrymen.

The difference between, for instance, the New York *World* and the Baltimore *Sun* is very striking, and I know of no two large morning papers on this side of the Atlantic which differ so much from each other in style and get-up as these two do. Both, I was told, were splendid properties; yet how dissimilar. The one so close set, so staid and dignified, so respectable, so neat, admitting no display and inserting no blocks; the other so full of resource, of go-aheadness and of novelty, nothing being too new for it and nothing too big.

My own daily, the Dundee *Courier*, being a half-penny, or, in your coinage, a one cent paper, I naturally paid considerable attention to papers of same price on your side, such as the *Morning Journal*, the Chicago *News*, and the Philadelphia *Record*, all three thoroughly alive papers. The office of the latter was one of the neatest I visited, and Mr. Slingerly's private room, with its artistic treasures, was quite a little study in itself. The circulation of the Chicago *News* for a daily had long been a wonder to us on this side, although we have several weeklies which exceed it—some of our London weeklies publishing nearly one million copies weekly, while my own, the Dundee *Weekly News*, reaches close to the quarter million a week. These figures did surprise some of your circulation managers, as your weeklies, with a few exceptions,

seem to lag behind. The reason for this, however, is not far to seek, as our weeklies to a certain extent take the place of your Sunday editions, on which day we have practically no issues excepting perhaps half a dozen papers in the largest cities, a notable example being the London *New York Herald*.

I have very pleasant recollections of interviews with newspaper men on your side, and may mention the following amongst others: Mr. Thomas Dyas, of the Toronto *Mail*, a gentleman full of fertile ideas; Mr. Lawson and Mr. Beaunisne, of the Chicago *News*; Mr. Scott and Mr. Portman, of the Chicago *Herald*; Mr. Knapp, of the St. Louis *Republic*; Mr. Driscoll, of the *Pioneer Press*; Mr. Baker, of the St. Paul *Globe*, and Mr. Thompson, of the St. Paul *Dispatch*; Mr. Feil, of the Omaha *Bee*; Mr. Bishop, of the Cincinnati *Enquirer*; Mr. Merrill and Mr. Talcott Williams, of the Philadelphia *Press*; Mr. Wilkins, of the Washington *Post*, and Mr. McElroy, of the *National Tribune*; Mr. Prescott, of the Cleveland *Plain Dealer*; Mr. Osborne, of the Scripps' League papers; Mr. McGuffin, of the New York *World*, and Mr. Wood, of the St. Louis *Post-Dispatch*.

New York, of course, is the great center, although the papers of Boston, Philadelphia and Chicago have each their characteristics and individualities. The success with which papers like the *Youth's Companion* and the *Ladies' Home Journal* are managed was exceedingly interesting, and the visits I paid to the establishments of these publications I look back to with pleasure. I must confess astonishment at the advertising prices the former gets and which would make newspaper proprietors on this side rich in no time. The comparative cheapness with which advertising space can be got on this side may account for the increasing flow of American advertisements to papers on this side.

The method, attention to detail and care with which Mr. Cyrus H. K. Curtis runs his paper did strike me, and I was very pleased indeed to make this gentleman's acquaintance.

Another Philadelphian I met was Mr. George W. Childs, whose name is almost a household word here. With his publishing office so near the historical center of those actions which through the War of Independence severed your country from ours, it was very pleasing indeed to find one who has done and is doing so much to cement the friendship of the two great English-speaking peoples.

On the whole your papers seemed to me to have larger circulations for the population than ours, and more of your small towns seemed to support flourishing dailies than ours. I know of no town in Scotland with less than 60,000 having a daily, while a place of that size on your side would support several. Even in our largest cities, with the exception of London, there are not many dailies. In Glasgow, for instance, with a population similar to Chicago, there are only two morning daily papers and three evening papers. In Chicago I believe there is twice that number. This is no doubt accounted for by your advertisers going in for more generous advertising.

One great feature in newspaper publishing here I saw little of on your side is the issue of contents bills. The only thing of the kind I remember seeing was the bulletin boards at the newspaper office doors. Nearly every paper here puts out these contents bills, stating principal items of news and principal articles, and for our Dundee *Courier* and Dundee *Weekly News* we give out one bill for each agent—the total number of which selling our papers exceeds 7,000.

Our papers are not sent by mail to the same extent as yours, as the postage here is a half-penny—equivalent to one cent of your money—on each paper.

I noticed that many of your newspapers are owned by companies or corporations. Here, as a rule, papers belong to single individuals, private firms, or families. My papers, for instance, belong entirely to my father, my brothers and myself.

There are other differences, but too many to mention. The condensing of long speeches is a very wise thing on the part of your papers. Here it is by

no means uncommon to see four or five close-set columns of solid type, with not a head-line to relieve it.

In machine department things are pretty similar on both sides, although in the introduction of electric motors to drive newspaper presses some of your papers are ahead.

In the invention of typesetting and line-setting machinery, you seem to have most of the genius, having no less than four type-line composing machines.

I must not conclude this letter without reference to PRINTERS' INK, and I must say I was quite delighted on having a copy put into my hands by, I think, Mr. Taylor, of the *Toronto Globe*, a few days after my arrival on your side. I think it a very smart publication indeed, and look forward to its arrival here every week with pleasure.

#### ONE MERCHANT'S WAY.

By W. D. Showalter.

You, if you are a retail merchant and an advertiser, will allow me the point that one of your chief difficulties in business is to get your clerks thoroughly in touch with the spirit of your advertising, so that when a customer is attracted solely upon the art you have breathed into your announcement, the spell is not completely shattered by the manner or methods of the clerk. You know that it is happening in a thousand stores to-day—now, while you are reading—that a well-written advertisement has given a customer a sort of glowing ideal of a store; and said customer—a new one—is paying a visit to the establishment that can invite patronage with so much politeness and cordiality; and just now, while we are talking about it, the clerks or salespeople in these some thousands of stores are dashing a little cold water on the good impression the advertisement made.

It's merely a case of "the times are out of joint." These stores are out of joint; they are not well organized; they are not a great, big, composite merchant, as they should be—these clerks are not; but each is doing his own pulling, and in his own way—to the extent, at least, of making the business jerky. The salespeople are out of gear with the advertising man.

I happen to know personally a merchant who has almost gotten rid of this problem. He employs about fifty sales-

people, and his line is "general store" goods. He writes his own advertisements, and writes them well. They are read, and bear fruit. But he got tired of twisting his brains around for arguments to induce Mrs. Homewoman to come to his store, and then seeing Mary Manning, at silk counter, spoil his success after the advertisement had done its work.

So my friend, the merchant, went to his Miss Mary Manning, at silk counter, and handed her his "copy" for a silk counter advertisement, one day, and asked her to study it for a while and then come to his desk and tell him what she thought of it; how it could be improved; what she would say if she were trying to get people to visit the store. The astonished clerk gave him no pointers that time, but she pried her eyes open so wide that they commenced to look at things in a somewhat new light.

My merchant begun to take each clerk into his confidence in this manner; to ask them to think up points about their department for him to use; to try to see what there was about the things they sold to interest people when told in print. And he liked the results so well that he got to questioning his clerks on how to keep the interest the advertisement might incite awake and increasing when the customer arrived. In short ("in short" is not a good expression, but who of us can kill it?) he broiled his clerks in the same ideas that his announcements proceeded from; and there are now fewer jerks in the store management; and, not very strange to say, my merchant friend *makes advertising pay*. Could it do otherwise than pay under such conditions?

## THE "ABSORPTION" THEORY.

By George R. Kennedy.

Mr. Gillam, of Wanamaker's, gives to the word "absorption" a new significance by his use of it. There is a great deal more to this one word than most of us discovered at first reading, or than the article in PRINTERS' INK of Jan. 28th told or suggested.

To those who hold that the knowledge acquired by the several department heads of a store is of no practical use when it is applied to the writing of an advertisement affecting any particular department, then this word "absorption" will be, of all words, the most distasteful.

To those who *know* that the head of a department must of necessity know a good deal more about the goods he handles, and to the study of which he gives the best part of his life, than any writer who must have a thought for the twenty, thirty, or fifty-four other departments under the same roof, this word "absorption" will come with encouragement and strength.

There is a danger in formulating any theory and launching it upon a choppy sea, without a word of caution as to the difference between sailing there and upon the still waters of an inland lake.

If a young writer should fasten his thought upon this one word, and determine that it shall hereafter control his life as a writer, he may possibly be on the threshold of the best success possible to him, or he may be on the edge of a precipice down which he may one day tumble with his house on top of him.

The theory of "absorption," simply stated, is that the writer shall at all times rely upon the heads of departments for his facts concerning goods and their value. If he is told that a certain fabric is all silk, or wool, or cotton, he is to say so in his written story to the public.

There is no possible harm, but absolute good, in pursuing to its utmost this theory at Wanamaker's, of Philadelphia, or at Barnard, Sumner & Co's, of Worcester, or at many other thoroughly upright establishments throughout the land; but there comes a place where the good in this theory stops and the direst hurt follows in its train.

The "absorption" theory is the highest possible point of vantage for a writer if the house with whom he is connected has for its controlling thought all that is honorable, upright and true; a house that insists upon absolute faith being kept between the store and its customers; a store where the line between goods with only a seeming of value and the genuine article is sharply drawn; a store where the entire truth is told and where all things good to buy alone can be found.

In a store like this nothing can be better than this theory of "absorption," whether the writer be young or whether he be old, whether he has just received his precious "sheepskin," or whether he has come up from the sharpest of business training.

The "absorption" theory is the most dangerous possible to follow if the house has but one ruling thought or one controlling purpose, and that to get the most for the least; to appear to give the most when it is known that the seeming is a lie; to struggle year in and year out to lesson values where it can be least detected, to the end that they may reap a larger gain by practical deception.

If there is in this broad land a house like this, then right there this "absorption" theory makes the writer a party to a fraud, and if he adopts it there will be danger to conscience and a possible utter demoralization of his character as a man. The excuse that "it is business" is as hollow and as false as the efforts of the house for whom he prostitutes his efforts.

The "absorption" theory has a dangerous side even in the highest houses. Suppose you announce a great January sale of linens, you say to the public that the prices named will last during the month of January. There results a great sale, and the rush the last few days is inspiring.

Suppose that on the last day of the month the head of the department, fortified by the approval of the firm, comes to you with enthusiasm and tells you he "has concluded to run the sale one week longer." What are you to do? Are you to "absorb" that idea and publish to the community that all you had previously said was false? It won't do to tell the department chief that you won't do it. This is the moment that tests the relation that exists between the writer and his house, and when the sale closes with the closing of the store doors on the last day of the month, you have done for your house a greater good than they often know by refusing, in this instance, to follow out the "absorption" theory and leading them to see that you are altogether right in so doing.

You may teach man or boy to turn a crank, or to trot around himself year after year, but it takes a well-rounded man of affairs to keep the balance between the conflicting interests of departmental chiefs and see that the true store spirit shall pervade all, and be always consistent in its utterance to the public.

The level-headed merchants will before long discover the fact that English, by jerks, is oftentimes offensive, and that a bright store with bright clerks,

whole-hearted management, cordial—not offensive—welcome to all who come; a happy method of store talk to the public will give them time to consider how they can best build up higher, lengthen out or widen their store in order to give ample room for the quick coming of business that they will have no difficulty in seeing "just ahead."

Mr. Gillam wrote a grand article. He said some things that others wanted to say. It was altogether best he should have said them; his words had greater weight because of his position and distinguished ability.

## TWO METHODS AND THEIR RESULTS.

*By J. F. Place.*

Success in advertising often comes as the unexpected. This coy will-o'-the-wisp, success, is not always wooed to capture—not even by the syren strains of the trained expert, whether he be a master of the bold and striking sentences so attractive to some advertisers, or a fluent writer of the confidential matter-of-fact and commonplace style, popularly known as the Powers school. Much depends on circumstances and surroundings, the occasion and the field and the article advertised.

I have an instance in mind, however, where the Sam Jones bible-pounding style made a liner-hit and a home run, and this after the persuasive methods of the breakfast table, chatty and commonplace composition had proved a wretched failure. It was this way:

One of those good, faithful valet-sort of men, with more charity than means and more intelligence than muscle, found himself stranded. After waiting many months patiently for the situation which never came, he became seedy and as a last resort took to advertising. (I have substituted a fictitious name, but otherwise can vouch for the facts.)

His first efforts were a good illustration of the commonplace Wanamaker style of advertisement writing, and ran something like this:

**WANTED.**—A middle-aged, industrious and intelligent man would like a position. Is pretty good at most anything, but especially competent in some things; to take care of horses, say, or for any light clerical or steward's work. Handy man around house or office. Highest references as to honesty and faithfulness. Address TRUSTWORTHY, World office.

This fell flat; no response from any quarter. Our middle-aged friend began to doubt the efficacy of advertising. He had ironed his old hat, turned his cuffs, chalked his shirt bosom, creased his trousers by the Beau-Brummel process of sleeping on them, and held himself in readiness to make many calls. The disappointment was severe. He waited a week for another Sunday edition, when his appeal took this shape:

**WANTED.**—Situation. Wages no object—but a home. Any light work, by an honest, capable American. Best references. Address or call on J. AMPERSAND, 224 Chrystie street.

To this plain business way of putting it he received three postal cards. The first was from a skin-flint, who wanted a man to take care of a vacant flat and board himself, for the munificent privilege of free lodgings. The second was from a charity organization, which wanted a handy supernumerary to bring up coal, keep the fires going, take the orphans to exercise, wind up the clocks, etc.; no wages. The third was a "skin game"—nice situation, light work and good salary; but a deposit of \$100 required—"not for publication but as a guarantee of good faith." The old dodge.

This was rough. Two dollars and eighty cents already spent in the "want column" and no returns. Advertising began to have the appearance of being a dead swindle. The exchequer was low—painfully low. He had traveled a good deal; his shoes were unshapely and his feet were sore. Already he was spotted as a free-lunch fiend.

The genius of a forlorn hope seized upon him as another Saturday came, and the Sunday paper announced his wants thus:

**Can a man,  
A good, square man  
Get anything to do on  
God's green earth?**

Jothan Ampersand, 224 Chrystie St.

This struck a responsive chord at once. Chrystie street is not noted for its fine equipages; vegetable wagons and push-carts are the rule. But this Sunday, coupes and carriages, with dock-tailed horses, attracted the wondering gaze of the denizens of the tenements; and during the afternoon numbers of footmen with buckskin breeches and bear-skin capes were seen wandering up and down the

block looking for No. 224, while Mr. Ampersand was kept busy prancing out to the sidewalk to be interviewed. Monday brought a flood of black-bordered square envelopes, addressed in angular, Vassar-like chirography to "Mr. Jothan Ampersand." He had already accepted three situations positively, and four others conditionally. He now raised his demand for wages, and offered his services to all who gave him cheer.

He read the advertisement for the one-hundredth time. "Saints forever, what was there in it?" "It was not the advertisement," thought he, "for there was nothing in that; it was not the paper, for that was the same as before; it must be simply good Providence." Thus he reasoned.

But expert advertisers will see that the advertisement simply reflected clearly the situation; it was, in fact, the plain truth cut short and fired at the public through a stinging interrogation point in such a manner that every reader felt that the question was put direct to himself alone. It came from the genius of desperation which had asserted itself above the man, and, in the language of the breezy West, it was a howling success.

## BETTER ADVERTISEMENT WRITERS WANTED.

*By a Cranky Compositor.*

In a recent issue of **PRINTERS' INK**, under the caption of "Better Printers Wanted," there appeared a communication calculated to convey the impression that a dearth of good printers exists in New York; whereas, on the contrary, just the reverse is the case, as it is a well-known fact among those familiar with the trade in general that there are more first-class printers to the square inch to be found in New York than in any other city in the United States or Canada, if not in the world—the skillful workman gravitating toward the center where his ability is best appreciated, from a financial point of view; and as New York occupies the post of honor in this respect, the fallacy of this correspondent's complaint is at once apparent.

Because the gentleman in question could not find a job office with a font of agate (a size of type rarely used in job work), nor a compositor who could set his advertisement "just as in his mind he saw it should be," he rushes

into print and virtually denounces the whole craft as incompetent. With the same degree of consistency could fault be found with the clerk because his employer did not keep in stock a certain kind of goods that a chance customer might call for.

His inability to find a printer who could set his advertisement so as to appear "just as in his mind he saw it should be" reminds one of the spinner who showed her displeasure because her picture "looked just like herself and did not flatter her one bit." Here is a subject for the mind-reading compositor.

I cordially join hands with him in "jumping on" the proprietor of the "large" printing establishment he refers to. I will go further and say that the employing printer who is not enterprising enough to keep on hand a few thousand pounds of agate (roman and italic) at a cost of eighty cents a pound, and several fonts of full-face at \$1.25 a pound, and be thereby enabled to cater to the demands of "experts" when they make their annual call, deserves to be censured in the most severe terms.

It may not be amiss to mention that within a hundred yards of the statue of Horace Greeley there is an advertising bureau which can furnish enough agate to get out two papers like the *Herald*, with full-face and italic sufficient to print complete a paper the size of the *Sun*. This same bureau employs writers and compositors who have managed to write and put in type advertisements to suit some of the most extensive advertisers in the United States. And here, by the way, I may remark that although not teetotalers, they are not "beery" by any means.

Now a few words in regard to some of the so-called "advertisement writers" and "agents." It would seem as if the only necessary qualifications to become a writer and placer of advertisements are a few months' experience as clerk, or having made a hit as canvasser for some church fair or ball journal. After this the agent is full-fledged, overflowing with "ideas," and knows more about type and printing than Theodore L. De Vinne.

Those advertisement writers are so brimfull of ideas as to entirely overlook spelling, grammar and punctuation, leaving this part of the performance to the "beery printer without brains." Sometimes they will give you

an advertisement, telling you to do the best you can in space of one inch, and when it is completed you are told that you haven't grasped the "idea."

In their hunt for "ideas," the plan adopted by those writers, as a general thing, is to gather around them a number of the best printed papers and magazines. When they have found something to suit their fancy, they start in to write the advertisement. When enough is written for, say, a four-inch advertisement, they send the copy to the printer, with "instructions" to "set in space of two inches, well displayed." But this is not all. To help the compositor out, they most invariably paste on the side of the copy samples of the type to be used, cut from, of course, the pages of a high-grade magazine. Whether the printer has this type or not matters little to the expert. *His* instructions must be followed. If the compositor happens to have it, nine times out of ten he finds that the "sample" type will make two or three letters over the line. The body of the advertisement may be ordered in long primer or brevier, when it will be a tight shave to get it in in agate. When he has done the best he possibly could with the material at his command, he takes a proof and shows it to the expert. He is immediately met with the remark: "That is not my idea," or "You haven't followed instructions." As a consequence, the work has to be done over again. When he sees the bill, or is told the time it has taken to make changes, he generally kicks, says it couldn't possibly have taken so much time, as the changes didn't amount to much, anyhow, and winds up by vigorously abusing the unfortunate compositor.

A good plan for those experts to adopt would be to get specimens of the type used in the office in which they get their advertisements set, and be guided by them in their selection of type, and, in marking a line for display, always count the letters, to make sure that it will come in in a given space.

As your correspondent had such an unfortunate experience, it is fair to presume that in future he will intrust his business as to advertisement setting to the proper person, and let the "beery" printer severely alone.

APTITUDE in advertising is an accomplishment that yields remarkable returns.—*Troy Press*.



SOME IDEAS ON MACHINERY  
ADVERTISING.*By James T. Brown.*

Superior mechanisms and systematic and persevering methods of advertising are the essential elements for the attainment of the greatest success in the machinery business.

I have in my mind one concern which grew from a very small beginning to its present greatness in a few years through the application of these adjuncts. Not one of its customers has ever seen a representative or drummer offering its productions, for they are sold only through the influence of the newspapers and trade journals. This is the age for the "something new," and the master spirit guiding the mechanical department is alert to find out the wants of the possible customer. The merits of new machines also need to be presented through effective and thorough advertising. My argument is, that both the mechanic and the advertising man must display more than ordinary experience and intelligence to bring forth the best results.

In days past it was thought important to dress the machine with colors and stripes to please the eye. Now the machine that does best work is the one that sells the best, and rare is one seen with other than an ordinary coat of steel-colored paint. This change was wrought entirely through the effectiveness of advertising. It was thought that the additional expense of fancy painting could be done away with, the labor and expense saved, and the money invested in advertising. In time the public became convinced that paint was not so desirable a feature, after all; what was wanted was machinery to do its work in a manner to secure the highest efficacy.

All readers of newspapers do not buy wood or iron working machines. Some do; not many. Sellers of most goods have buyers of some kind at all times. Their eyes can be caught by an advertisement worded with special attractiveness; but the man who wants a machine for a certain purpose must have it brought to his notice in the shape of a handsomely engraved cut displaying its valuable points. The better the cut, the quicker the perception of its usefulness is reached. The machine must have value or the advertisement is lost.

There are many machinery buyers

who have some slight knowledge of machinery, but who have made their money in other business than the one they expect to engage in. With them, too, comes the value of a superior engraving. They are impressed with the quality of the work and the skill required in its execution; thus the first attack is won.

The next is a description stripped of all unnecessary verbiage, written so plainly that a child of passing understanding can almost realize the machine in actual operation. It must be shown in its best light and position, with the parts numbered or separately shown; this appeals to that sense of desire to study out from the description what lack of comprehension they may have of it. Then comes the correspondence to sell it. That is strictly office work and not in the advertising line. To bring the customer to the office or to have him mail his letter for further information is where the advertising man stops. Of course it is understood a conspicuously displayed advertisement cannot by any means be overlooked. It is just as much required as a printed letter-head.

Reading notices which are adroitly written and compactly worded assist towards securing correspondence. By all means bring the "something new" forward at every opportunity and hit the nail hard, not once, but often, to drive it home. While admitting that all men have not the special aptitude for getting the best returns through the medium of newspaper circulation, there can still be a decided improvement shown by the machinery builders in their advertising.

We all agree that the advertising man is the mainstay of a growing business, and his connection with it becomes so close that he is not to be classed with the ordinary clerk.

WHEN you expect an advertisement to create business, word it for business. An advertisement has no life in itself—it depends for its efficiency upon the vigor with which you endow it.—*"When."*

WITHOUT the newspaper great advertisers cannot exist. Without the advertisers, great and small (but mainly the small advertisers), the newspaper of to-day would be impossible.—*James H. Beals, Jr.*

## WHO CAN TELL?

ROCKY MOUNTAIN NEWS,  
Business Department,  
DENVER, COL., Feb. 6, 1891. }

*Editor of Printers' Ink:*

Would it be asking too much to request an opinion from you relative to the amount of remuneration which should be received for original advertisement writing? Compensation for such work is, of course, regulated by conditions, but I would be much obliged if you will tell me what that class of talent is generally paid in the East. H. HODGSON.

## A ROCHESTER BY-WORD.

A. R. HICKS & Co.,  
PALMYRA, N. Y., Feb. 11, 1891. }

*Editor of Printers' Ink:*

The idea of "You press the button and we do the rest" seems to have thoroughly imbedded itself in the minds of all Rochester citizens. In front of a prominent store one notices the sign, "You come in and we do the rest," and still another has a large sign-board with this, "We make the cigar, you make the smoke." And both of these attract much attention from every passer-by.

A. R. HICKS & Co.

## WANTS.

*Advertisements under this head 50 cents a line*

**P**RESSMAN wishes situation. First class. JAS. DORIN, 1900 Fulton St., Brooklyn, N.Y.

**A**LIVE Weekly Washington Letter for a two-inch space in your paper. W. T. FITZGERALD, Washington, D. C.

**N**AMES and addresses wanted of good men to sell Fruit and Ornamental Stock. E. B. RICHARDSON & Co., Nurserymen, Geneva, N.Y.

**P**UBLISHERS: I desire to see copy of your paper, with a view to advertising an agricultural necessity in it. Box 58, Voorhies, Illinois.

**A** WOOD ENGRAVER, capable of designing and a good letterer, can secure bench room and work by addressing "DESIGNER," P. O. Box 672, N. Y.

**C**IANVASSERS wanted to secure subscriptions for PRINTERS' INK. Liberal terms allowed. Address Publisher of PRINTERS' INK, 10 Spruce St., New York.

**W**ILL PAY \$2,500 a year for a man with brains, ability and character, who can write ads. that will bring business to advertisers. Address "X," PRINTERS' INK.

**T**O a party who can invest \$5,000 a rare opportunity is offered to secure an equal interest in a well established and prosperous Weekly Trade Journal in the leading Western city. The leading Industrial Journal of the Great West, North West and South West. Investigation is solicited. Address "N. E.," Box 1393, Denver, Colo.

**W**ANTED—A man for general office work. Must be reliable and trustworthy, a good correspondent, and willing to learn all the details of an Agricultural Implement business. One having had experience in this line preferred, but such knowledge not essential. References required. Address "AGRICULTURAL," care of PRINTERS' INK.

**E**VERY ISSUE of PRINTERS' INK is religiously read by many thousand newspaper men and printers, as well as by advertisers. If you want to buy a paper or to get a situation as editor, the thing to do is to announce your desire in a want advertisement. Any story that can be told in twenty-three words can be inserted for two dollars. As a rule, one insertion can be relied upon to do the business.

## BEATS THE NEWSPAPER.

*From the Westfield (N. J.) Standard.*

Mrs. Trim—Why don't you secure a servant from the city?

Mrs. Grundy—I like to know what is going on in town and I would rather change help with my neighbors.

## A POPULAR MAKE.

*From the Boston Transcript.*

Mrs. Blotter (of a literary turn)—And, John, send up a gallon of midnight oil. All our best writers, I'm told, burn it.

## FOR SALE.

*Advertisements under this head 50 cents a line*

**B**IG PREMIUMS TO INCREASE PROFITS. EMPIRE PUB. CO., 66 Duane St., N. Y.

**F**OR SALE—Paying Daily. \$2,500. Cash. City 14,000, Indiana. "7," PRINTERS' INK.

**N**AMES of 50,000 FARMERS. \$2.50 per 1,000. H. L. SCHROEDER, 17-19 River St., Chicago

**M**OSES TRADDLES.—For 70 cents we will mail copy of Poems and Sketches of Moses Traddles—latest work of its kind. THE TRADDLES CO., Cincinnati, O.

**B**EST CHANCE in Michigan. Only Democrat paper in county. Official printing. Worth \$2,500. \$2,000 buys it. Address immediately M. T. WOODRUFF, Ypsilanti, Mich.

**P**APER partly or wholly printed, make up using stories, miscellany, news, ads, locals, etc., as you order. Daily, weekly or occasional issues. Union Ptg. Co., 15 Vandewater St., N.Y.

**F**OR SALE—Addressed Wrappers to the trade lists (page 302, this issue) at a discount of 50% or \$1.00 per M. THE COMMERCIAL ADDRESSING CO., No. 66 Graham St., Jeffersonville, Ind.

**Y**OUNG PEOPLE'S MONTHLY for sale. Well known, long established. Pushing, experienced man with capital can make great success. Address "NEW YORK," care PRINTERS' INK.

**3,500,000 NAMES FOR SALE.** Heads of families. Secured in 1880. Will sell names by States if preferred. Prices reasonable. Address T. ARTHUR JONES, care PRINTERS' INK.

**F**OR SALE—The entire or one-half interest in the leading Daily and Weekly Democratic Paper of one of the most prosperous towns in New York State. Parties who are unable to pay at least \$2,000 in cash need not apply to "B. F.," care PRINTERS' INK.

**I**F YOU WANT TO SELL your Newspaper or Job Office, a Press, or a Font of Type, tell the story in twenty three words and send it, with two dollars, to the office of PRINTERS' INK. If you will sell cheap enough, a single insertion of the announcement will generally secure a customer.

**F**OR Sale Newspapers are as a rule "crab apple" property. Occasionally one strikes a bargain. There's an 18-year-old official weekly "out West" in best, largest, liveliest town in ten counties for sale 15 per cent. above cost material. Proprietor made several thousand \$\$ during '79-'90, and wants to get out and see world; \$500 down; balance on easy and small payments. Address "STEAM POWER," care PRINTERS' INK, N. Y.

**\$3,000—ONE-HALF CASH.** balance on easy terms. will buy a most valuable newspaper and job printing office in Virginia. Paper is 22 years old, well established, influential and possesses a State reputation. Is located in one of the most prosperous and delightful towns in Virginia. A splendid opportunity is here offered to those desiring to step into an old established and paying business in a healthy, active, progressive Southern town. Address "EYE-BRIGHT," care PRINTERS' INK.

# HE HAD GONE INTO REAL ESTATE.

*From an Exchange.*

Senator Rooney, of the Colonnade, was leaning on his desk last evening chatting with a guest whom he had not seen for years.

"By the way," said the guest, "what's become of Lew Stevens? He was a queer chap! Kept a store, edited a paper, ran a livery stable, mismanaged a hotel—what's he doing now?"

"Gone into real estate," said Mr. Rooney.

"Indeed!"

"Yes, died last August."

# THE LATEST SCHEME TO AVOID PAYMENT.

*From the Agent's Guide.*

Irate Advertiser—I won't pay that bill; my ad, is not in the position which the contract calls for.

Publisher—It isn't, hey? Position was to be top of column, next to pure reading matter. Isn't it there?

Irate Advertiser—Yes, it's top column, sure enough, but alongside particulars of a divorce case. That isn't pure reading matter by a long shot, and I won't pay you.

# HE HAD A BIG IDEA.

*From Brooklyn Life.*

"I have a great scheme whereby we may increase our circulation," said the publisher of the religious journal to the editor.

"How's that?" asked the editor.

"Why," replied the man-who-supplies-the-cash, "we'll rave and tear about the Sunday newspaper, and reprint the most sensational articles each week to show how bad they are."

# A VAULTING AMBITION.

*From the New York World.*

An example of the growth of ambition in the human soul is furnished by the case of a North Dakota gentleman who withdraws his hopeful claim upon the United States Senatorship to assume the editorship of a leading State newspaper. He realizes that he may come to something now.

# A PERSISTENT SALESMAN.

*From Fliegende Blatter.*

Country Resident (to peddler)—Get away out of here, now, or if you don't I'll whistle for my dog.

Peddler—All right, sir, but first won't you allow me to sell you a good whistle?

# IT HAD THE DESIRED EFFECT.

*From Puck.*

"You have seen the advertisement of my Universal Panacea, I suppose," said the patent medicine proprietor.

"Yes," replied his victim, ungraciously;

"I've seen it until I'm sick of it."

"Good! Now take a couple of bottles of it and you'll be all right."

# SPECIAL NOTICES.

Advertisements under this head, two lines or more, without display, 50c. a line.

**A LLEN'S.**

**500.000.**

**A** GENTS' GUIDE.

**20** TH CENTURY.

**A** LLEN'S MILLION.

**N.** Y. Argosy, 114,000 w.

**500.000** COPIES.

**A** LLEN'S LISTS—Results.

**F** ARMERS' CALL, Quincy, Ill.

**500.000** YANKEE BLADES.

**500.000** TWO DOLLARS per line.

**B** APTIST AND HERALD, Dallas, Texas.

**L** EVEY'S INKS are the best. New York.

**500.000** GUARANTEED circulation.

**500.000** COPIES to press March 4th.

**A** GENTS' HERALD, Phila., Pa. 15th year.

80,000 monthly.

**R** EPUBLICAN, DAILY AND WEEKLY,

McPherson, Kansas.

**T** HE GRAPHIC, Chicago, "the great Western Illustrated weekly."

**T** HE GRAPHIC, Chicago—Most value at least cost to advertisers.

**B** RIGHT, clean and reliable is the SAN FRANCISCO BULLETIN.

**A** COMPLETE Family Newspaper. SAN FRANCISCO CALL. Estab. 1853.

**A** GENTS' names \$1 to \$10 per 1,000.

**A** GENTS' HERALD, Phila., Pa.

**S** AN FRANCISCO WEEKLY CALL and BULLETIN cover the Pacific Coast.

**L** ARGEST evening circulation in California—SAN FRANCISCO BULLETIN.

**N** EW HAVEN NEWS.—Guaranteed largest morning circulation in Connecticut.

**P** ROSPEROUS, intelligent people reached by the SAN FRANCISCO BULLETIN.

**M** OST "Wants," most circulation, most adv's. SAN FRANCISCO CALL leads.

**T** HE ADVERTISER'S GUIDE—Mailed free by STANLEY DAY, New Market, N. J.

**L** OUISVILLE COMMERCIAL—Only 2 cent Morning Daily published in Kentucky.

**H** IGH grade, pure tone, honest circulation. None better. SAN FRANCISCO CALL.

**I** WRITE (4) satisfactory ads. for \$1.00. BENJ. F. ROWLAND, New Haven, Conn.

**55.063** D.: 57,7428.; 22,846 W.; circulation SAN FRANCISCO CALL.

**A** DVTS. energized. Pay \$10 or 10 cts., as you decide. F. W. ROCHELLE, Princeton, N. J.

**H** IGHEST ORDER Mechanical Engraving. J. E. Rhodes, 7 New Chambers St., N. Y.

**W** ESTERN BANNER, Kansas City, Mo. Real Estate & Exchange Journal. Mail 10c

**E** LEVATED RAILWAY advertising. Cars and station. C. N. HARDING, 123 Nassau St., N. Y. City.

**D** AILY REPUBLICAN—Phoenixville, Pa.—Only daily, city of 9,000; proved circulation over 1,300 daily.

**BAPTIST AND HERALD**, Dallas, Texas. \$23.00 a week. In its 40th vol. Eastern office, 11 Tribune Building, N. Y.

**EVERY** copy of the **AMERICAN MILLER** goes to intelligent and well-to-do people. **MITCHELL BROS CO.**, Chicago, Ill.

**THE COLLEGE-MAN**, New Haven, Conn., reaches the whole body of college students. A select class of liberal buyers.

**CIRCULARS DISTRIBUTED TO FAMILIES**, \$1 per 1,000. All Central Ohio. H. M. DANIELS, Manager, Rushsylvania, Ohio.

**DOTT'S AGENCY** faithfully distributes Circulars, Samples, etc., posts signs in Jersey coast resorts. Box 267, Long Branch, N. J.

**ARE** you a stamp collector? Then why not subscribe for **THE STAMP COLLECTOR**? Drawer 707, Chicago, Ill. Sample copy, 10 cts.

**TYPE** Measures, nonpareil and agate, by mail to any address on receipt of three 2c. stamps. Address **GEO. P. ROWELL & CO.**, New York.

**YOU** can own and run a local illustrated paper at a **PROFIT**. We will tell you how. **PICTORIAL WEEKLIES COMPANY**, 28 West 23d St., N. Y. City.

**TEXAS BAPTIST AND HERALD**, Dallas, Texas. The leading Baptist publication of the South West. Now in its 40th volume. Eastern office, 11 Tribune Building, N. Y.

**500,000** **PROVED CIRCULATION MONTHLY**. Advertising rates, \$2.00 per line, agate, one insertion. Try it! **THE METROPOLITAN**, Box 3,045 N. Y.

**PAPER DEALERS**.—M. Plummer & Co., 161 William St., N. Y., sell every kind of paper used by printers and publishers, at lowest prices. Full line quality of **PRINTERS' INK**.

**COLUMBUS, Ohio**.—**THE OHIO STATE JOURNAL**, Daily, Weekly and Sunday, is credited with being the leading paper by all newspaper authorities. Daily, 12,000; Sunday, 15,000; Weekly, 22,000.

**THE VOICE**, published in New York City, is one of the 28 publications in the United States that, according to a list published by Geo. P. Rowell & Co., circulate between 100,000 and 150,000 copies each issue.

**FASHION AND FANCY**, published at St. Louis, Mo., is one of a select list of household and fashion magazines recommended to advertisers by Geo. P. Rowell & Co. as a desirable medium in its particular field.

**THE PRICE** of the American Newspaper Directory is Five Dollars, and the purchase of the book carries with it a paid subscription to **PRINTERS' INK** for one year. Address: **GEO. P. ROWELL & CO.**, Publishers No. 10 Spruce St., New York.

**A TWO-LINE NOTICE** in **PRINTERS' INK**, under heading of Special Notices, is brought to the attention of over 40,000 advertisers every week for a whole year for \$22; 3 lines will cost \$73; 4 lines, \$104; 5 lines, \$130; 6 lines, \$156; 7 lines, \$182; 8 lines, \$208.

**EXCHANGE**—Will exchange a paying, weekly, well-equipped office in a good town in Northern Penna. for printing material—body and ad. type or a power press—to the amount equivalent to value of said office. **J. K. SMITH & BRO.**, Monroeton, Pa.

**WHENEVER** an advertiser does business with our Advertising Agency to the amount of \$10, he will be allowed a discount sufficient to pay for a year's subscription to **PRINTERS' INK**. Address: **GEO. P. ROWELL & CO.**, Newspaper Advertising Agents, No. 10 Spruce St., New York.

**WHENEVER** an advertiser does business with our Advertising Agency to the amount of \$20, he will be presented with a complimentary copy of the American Newspaper Directory: a book of 1,450 pages, price \$5. **G. P. ROWELL & CO.**, Newspaper Advertising Agents, 10 Spruce St., New York.

**II.**—**DID YOU** ever hear the story of the widow and her mites? This ad. is an example of it in advertising. I furnish ideas and designs for lithographers, advt's and newspaper illustrations. Address **JAMES HANNEY**, care The National Builder, Chicago, Ills.

**\$1,000.00** **FOR AN EDITORIAL NOTICE**.—Every man who controls a newspaper will do well to read the offer printed in the issue of **PRINTERS' INK** for February 4th. Circular with full particulars sent on application to **GEO. P. ROWELL & CO.**, Publishers, 10 Spruce St., New York.

**YOU** can reach the most intelligent people of all classes in this city of 26,000 inhabitants in the most effective manner through the columns of **THE MERIDEN (D. and W.) REPUBLICAN**. Always newsworthy, but reliable and clever. You will make no mistake in putting **THE REPUBLICAN** on your list. Address Meriden, Conn.

**THE MEDICAL WORLD** (Philadelphia) can show a larger circulation for each issue for the past three years than any other medical journal in the world. Absolute proof given. No evasive answers. Our books and printing establishment are open to inspection at all times. The best medium in this country to reach the medical profession.

**THIS PAPER** does not insert any advertisement as reading matter. Everything that does appear as reading matter is inserted free. The Special Notices are the nearest to reading matter that can be bought. The Special Notices are nearly as interesting as reading matter. The cost is 50 cents a line each issue for two lines or more.

**THE HARTFORD TIMES** leads all other newspapers published in Connecticut in point of circulation, popularity and influence. Hand to any responsible advertising agent, or send direct to the **TIMES**, Hartford, Conn., \$10.00 for a test of its value as an advertising medium. That sum will secure one-inch space in Daily one month. Estimates furnished.

**NORWICH, CONNECTICUT**.—Geo. P. Rowell & Co. publish a list of the best or most widely circulated or influential newspapers issued at important business centers throughout the country—the newspaper in each place that gives the advertiser the most for his money. On this list **THE BULLETIN**, Daily and Weekly, is named for Norwich.

**THE MEDICAL BRIEF** (St. Louis) has unquestionably the largest circulation of any medical journal in the world. It shows its prosperity on its face. Compare its paper, reading matter, advertisements, etc., with any other medical journal of same price. We furnish, upon request, absolute proof of an excess of thirty thousand copies each issue.

**THE AGE-HERALD**, Birmingham, Ala., the only morning paper printed in the mineral region of Alabama. Average daily circulation, 7,500; average Sunday circulation, 10,000; average weekly circulation, 55,000. Population of Jefferson County, in which Birmingham is located, 100,000. For advertising rates address **THE AGE-HERALD COMPANY**, Birmingham, Alabama.

**UNION AND ADVERTISER**, Rochester, N. Y.—Geo. P. Rowell & Co. publish a list of the representative daily newspapers issued in cities having a population of more than 20,000—the newspapers in each place which can be specially recommended to advertisers as coming up to the requisite standard of character and circulation. The Rochester (N. Y.) **UNION** is included in this list.

**WHEN** such leading advertisers as Starkey & Palen, Hood, Ayer, Scott & Bowne, W. L. Douglas, Beecham's Pills, Pears' Soap, J. S. Johnson & Co., Pozzoni, Pope Bleyde Co., Hawk-Eye Camera, Scoville & Adams, Anthony, Plymouth, Childs, Fanta and Oliver Ditson Co., patronize **THE ARGOSY**, an average of over \$1,000 each, by the year and renew, is it not the best evidence of their appreciation of it as an advertising medium?

You Can Have

## *A Prize Advertisement*

Prepared if you desire. Make a statement of what you want through the advertising columns of PRINTERS' INK, and if you make a fair offer you can count on receiving a large number of entries. Out of all these you will be pretty sure to secure a few first-class advertisements—probably better than any that could be gotten up in your own office.

Mr. W. Atlee Burpee, who recently conducted a prize contest in this manner through PRINTERS' INK, received 689 entries for his \$50 prize. He now writes:

"We have never made any investment in advertising that has been so satisfactory as the \$50 for the page in PRINTERS' INK December 24th.

"For not only as the indirect effects of the advertisement and the material received it cannot fail to pay us, but also we find a very decided disposition on the part of the journals in which our regular seed advertisements appear, to give us particularly good positions—which are largely due to the effect of the PRINTERS' INK announcement."

The point now in mind is this: whoever would spend \$1,000 in advertising had better pay \$100 for the preparation of a good advertisement than to proceed with a poor or inferior one. That an offer of a premium in one issue of PRINTERS' INK should produce so many well-written advertisements goes to show that a similar offer will produce as many or more. We suggest, therefore, that whoever wants an advertisement written shall avail himself of this paper and make his offer here.

You can set forth your wants fully in a one-half page advertisement at a total cost of Fifty Dollars.

Address

GEO. P. ROWELL & CO.,

Publishers of PRINTERS' INK,

10 Spruce St., New York.



# ELECTROTYPES

FOR

## *Newspaper Advertising.*

For many years we have generally supplied the electrotypes used by our advertising patrons and consequently have been among the very largest consumers in this country of newspaper cuts. We have special arrangements with the principal foundries in the United States and Canada and will hereafter receive orders from all who wish to avail themselves of our services.

A large percentage of the newspaper cuts in use are defective in construction to such an extent that satisfactory results are not obtained from them. To prepare an effective cut and to decide what is and what is not a well made electrotpe requires the practiced eye of one thoroughly familiar with their manufacture.

For those who desire to avail themselves of our experience and facilities we will contract to furnish well made electrotypes suitable for any kind of newspaper work. We also prepare advertisements for electrotyping, set them in type and procure illustrations if any are needed. For this service a suitable charge is made. Our prices will be found to be as low as is consistent with good work. Applicants should state size and quantity desired.

Address

GEO. P. ROWELL & CO.,  
10 Spruce Street,  
New York.



# PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

GEO. P. ROWELL & CO., PUBLISHERS.

Office: No. 10 Spruce St., New York.

Issued every Wednesday. Subscription Price: Two dollars a year in advance; single copies, Five Cents. No back numbers. Wholesale price, Three Dollars a hundred.

ADVERTISEMENTS, agate measure, 50 cents a line; \$100 a page; one-half page, \$50; one-fourth page, \$25. Twenty-five per cent. additional for special positions—when granted. First or Last Page, \$200. Special Notices, Wants or For Sale, two lines or more, 50 cents a line. Advertisers are recommended to furnish new copy for every issue. Advertisements must be handed in one week before the day of publication.

JOHN IRVING ROMER, EDITOR.

NEW YORK, FEBRUARY 25, 1891.

OF this week's issue of PRINTERS' INK, 42,000 copies are printed.

WE have never made any investment in advertising that has been so satisfactory as the \$50.00 for the page in PRINTERS' INK December 24th.—*W. Atlee Burpee & Co.*

THERE is probably no more curious occupation connected in any way with the advertising business than that of furnishing ideas to business men. These "ideaists," as they call themselves, will study up your business and offer you suggestions for improvements or for new and novel features. The popular fad of pictorial advertising is being cultivated somewhat in the same way. Bright men, bubbling over with more or less practical ideas but without the ability to draw, will go to an artist and give him a rough sketch of what they have in mind. The artist then finishes the drawing in good style, and the combination is often better than if it had been entirely the work of one man. Several of the sketches used in PRINTERS' INK have been thus worked up from ideas furnished by Mr. James Hanerty, editor of the *National Builder*. And in a similar manner, many of the best cartoons and funny drawings which appear in the humorous weeklies did not originate with the artist whose name is signed with a flourish at the bottom, but were first conceived by some modest vender of ideas, who is content to remain in the background and turn out so many "suggestions" a day at a stipulated rate.

In order to retain advertising patrons, publishers should treat them with the same consideration and attention as a wide awake-merchant does his customers. Avoid catch-penny devices and "bargain counter" methods, which only help trade in one particular department for a short time and in the long run does not pay. It is not so much the cost of an advertisement that an advertiser objects to as it is the doubtful feeling he has that he is "not in it" as regards the lowest figures.

WHERE an advertiser is contemplating buying an entire page in a newspaper, he does not usually pay sufficient attention to the size of the page. For example, a page in the *Philadelphia Star* is one-half the page size of the *Philadelphia Ledger*. Yet the impression prevails that in two papers of the same circulation a page would have the same value. It may be argued, on the other hand, that no more conspicuousness is gained by a large page than a small one—that where an entire page is taken, space in inches ceases to have measurable value. In smaller displayed advertisements the page size also has a bearing. But just how the advertiser is to take advantage of it will come under the head of the "bottom facts," which our "Stray Shot" contributor advises the public to dig for.

A CORRESPONDENT suggests that we should give the young men in the advertising business a chance to be heard occasionally. He says: "You have a great many young men as subscribers; young men in advertising and advertisers' offices, and a few young men in the advertising business for themselves, from whose ideas many bright things might be culled. We all read with interest the pithy articles from such men as Artemas Ward, W. W. Hallock, J. E. Powers, etc., but it would give a zest to your paper to hear from the younger members of the fraternity." It is true that there are a good many young men in the advertising business in some capacity or other. PRINTERS' INK is always glad to receive good suggestions, and, if we mistake not, some of the best things have emanated from the "younger members of the fraternity." Youth is characterized by more push, enterprise and ability to keep out of ruts, but at the same time it needs the guiding rein of age and experience.



## SUGGESTION FOR AN ADVERTISEMENT.



But you can stretch our \$3.00 custom-made pants indefinitely without fear of ripping or tearing them. They are made of good material and are well put together. It requires no "stretch of the imagination" to perceive merit in our goods.

## STRAY SHOTS.

By Artemas Ward.

Duplication of circulation. Many advertisers are afraid of it. If their expenditures are necessarily small, they are wise to avoid it. Many firms, however, who spend less than \$50,000 a year, advertise both in the leading dailies and in the generally circulated weeklies. On such a sum it would be wise to take either one or the other and avoid duplication. But this argument against duplication can be easily met, for every repetition of advertisement in the daily paper is a duplication of its effect, and it is a question whether an advertisement seen one time in twenty papers has not a better effect than if seen twenty times in one paper. In a social sense, the man who you meet twenty times in one parlor would not be considered as a leader in society, but the man who you meet in every parlor, however infrequently, might be so classed.

\* \* \* \* \*

One of the great powers in advertising is that it produces the results

immediately. Twenty salesmen traveling widely and working industriously cannot accomplish in a year what a good advertising agent could bring about by the insertion of one week's advertising.

\* \* \*

Prompt results add to the power of a business in compound multiplication. If you double your business to-day by advertising, and then go on adding 10 per cent to it every month, by ordinary methods, you will always be carrying a double sale and adding 10 per cent to the double amount. We recall the old story of the philosopher, who asked the king to reward him for his services by giving him one grain of wheat multiplied into another grain

until he had reached thirty grains. He found that all the granaries in the kingdom would not hold the grain, although the sum seemed so simple. If the philosopher could have started with two as a factor, instead of one, the result would have been different, by exactly half of the total amount, on the last day of the calculation.

\* \* \* \* \*

In what way can a man keep on doubling his business, year after year, except by advertising? The gold mines of California, the silver mines of Honduras, the diamond mines of the Cape, are all far away; advertising and all its possibilities close at hand.

\* \* \* \* \*

Some one says that my figures showing the comparison between sign-painting and newspaper-advertising were incomplete; that when I referred to the sign on the wall of a grocery store I made no allowance for the painting, which in itself should be worth \$1. One hundred thousand dollars thus spent in putting one sign on each of 50,000 stores, paying \$1 for the painting and \$1 for the rent, would still

leave 150,000 groceries and general stores untouched, and nothing would remain over for the newspapers.

### GENIUS VERSUS "FIEND."

*By C. H. Augur.*

We do not know that Artemus Ward's kangaroo was endowed by nature with higher qualities—higher jumping qualities, let us say—than others of his race, yet he alone of all kangaroos jumped into fame. There probably was not a note in his celebrated squeal to arouse the admiring enthusiasm of his auditors, but that squeal produced a wealth of notes for his genial owner. He was undoubtedly all that his friend and beneficiary ever said he was—"a amoooin' little cuss;" but nothing more. Left to himself, he might have jumped and squealed from early infancy to extreme old age and never made a dollar or done a single heart good.

Artemus Ward's kangaroo became famous simply because the man who took him in hand advertised him with wit, originality and keen business sense.

These are the qualities that, in this generation, are being applied with equal success to the art of advertising in mercantile business.

You ask your druggist for a cake of toilet soap; and when he inquires "What kind?" you say, "O, Quince's; give me Quince's." There are plenty of other soaps, and you know whose they are, but you have to stop a moment to think of them, while Quince and soap are synonymous terms, and both occur to you at once.

This is the triumph of advertising. So a baking powder, a kerosene lamp, a pickle becomes, like Artemus Ward's kangaroo, famous above all others of its kind by the deft touch of an advertising genius.

The business is assuming vast proportions. If you miss your train on the elevated railway you need not swear, for the air is blue already with advertisements of baking powder. If your children cry nowadays you waste no time in wondering what on earth is the matter, because you recollect the advertisement on the side of the house which tells you what children cry for, and you send right out and get some of it, and of course it has the desired effect.

But this sign-painting advertising

business! Where will it end? When the entire atmosphere has been converted into a dazzling kaleidoscope of shifting colors; when this globular earth goes hurtling through space, one great conglomerate advertisement, the whole system will seem a part of Nature's plan, and the separate advertisements will receive as much attention as the separate hairs on a brindle doggy. Then this lavish, expensive method of advertising won't pay any more.

The real advertising genius is now and will be the man who, like Artemus Ward, quietly and unobtrusively says the right thing in the right place.

The advertising "fiends" are working their own destruction.

### AN ADVANCE AGENT'S SCHEME.

"Talking about schemes for advertising," said M. A. Manning, advance agent for the new Irish drama "Rent," yesterday, "I ran against a scheme when I was down in Iowa a couple of months ago that discounted any I ever tried before in the results that followed. I was in Sioux City, and most companies had been playing to hard luck there for months. I ran against a man who had 400 head of cattle to drive to Le Mars, about 30 miles away, and I wanted to get all the patronage possible from the half dozen small towns on the road between there and Sioux City. When I heard that this man was going to drive those cattle through all the towns I wanted to reach I went to him and made an offer of \$25 for the privilege of painting the name and date of my show on every steer in the bunch. I had some trouble, but succeeded finally, and hired some men to do the lettering. In a few hours every steer in the lot bore in black letters on his expansive sides the inscription, 'Rent, at the Peavey Grand, Sioux City, Nov. 1st to 6th.' Well, you would have been surprised at the result. On the opening night they came in on the evening trains from all along the route, and we turned people away by the score. Business was good all the week, and I never invested \$25 in a more paying scheme in my life."—*St. Paul Globe.*

You can gain a reputation for wisdom by not speaking a single word. Sit still and look wise—mankind is prone to reverence the solemn ass.—*Tom Benton.*

"UNRIVALLED" "WORLD RENOWNED"  
PREPARED BY  
**IMPERIAL  
 GRANUM**



**SAFE, NOURISHING, DELICIOUS, PURE**

**FOOD**

THE GREAT AMERICAN DIETETIC PREPARATION FOR  
 NURSING MOTHERS, INFANTS AND

**CHILDREN  
 FOR  
 INVALIDS**

CONVALESCENTS AND THE AGED.

THOUSANDS OF UNSOLICITED TESTIMONIALS AND  
 CONSTANTLY INCREASING SALES, PROVE

**MERITED SUCCESS.**

(SOLD BY DRUGGISTS) **JOHN CARLE & SONS-NEW YORK**  
SHIPPING DEPOT.



\* \* \* We certainly take pleasure in  
 certifying to the excellence of Kellogg's  
 Lists.

**JNO. E. HEATON, Treas.**

NEW HAVEN, CONN., July 30, 1890.

## PRIZE OFFERS.

The publishers of **PRINTERS' INK** recently offered two prizes of \$50 and \$25 respectively for the best two advertisements which might be submitted. As a result over 200 advertisements were sent in from 129 different sources. Among the competitors were many men who would not have done a similar amount of work for a certainty of either of the sums had not there been something of glory to add to the stake. As it was, the prizes were awarded to writers who lived in country towns and who were practically unknown. A great many very good advertisements were handed in, and the success of the affair has produced quite a boom in prize offers. It remains to be seen whether or not the amateurs will continue to contribute.

At any rate, if one can secure a couple of hundred different styles of work by the outlay of \$50 to \$100, it is a grand speculation for the enterprising man who offers the prize.—*A. L. Teele, in the Birmingham Age-Herald.*

## QUALITY OF CIRCULATION.

Advertisers should consider the kind or quality, as well as the size of the circulation of the paper they propose to use. Nobody ever saw an advertisement of "Ben Hur" in the *Police Gazette*. A merchant who wishes to reach the family circle is throwing good money away to advertise in a "street publication"—a sheet that is bought for its cheap sensations, which is read in a hurry and the paper then thrown aside. It goes without saying that a journal which enters the homes, which is read by every member of the family, is infinitely more valuable as an advertising medium than one of double or triple its circulation, when the vast bulk of this circulation is in the saloons, the restaurants and the offices—to be scanned, not read, and then thrown into the waste-basket. Thus it is, as will be perfectly apparent, that a journal circulating 30,000 may not be half as good a medium for the advertiser as one with half that circulation.—*Cleveland World.*

TOP-COLUMN, next to reading matter, on first page, with ample display, avails little or nothing unless the advertisement is properly worded and set with taste.—*N. T. Blackwell.*

I PITY the man who can travel from Dan to Beersheba and cry "'Tis all barren!"—*Sterne.*

**BEATTY** PIANOS, ORGANS. Bargains. Dan'l F. Beatty, Wash'ton, N. J.

**WOOD ENGRAVING** PETRI & PELS  
CATALOGUE FREE NEW YORK

**REAM'S POSITIVE** Hair Grower  
is positive. Write REAM'S  
MED. CO., South Bend, Ind.

**\$1.00** Portraits—Made to order from Photos. Cheapest newspaper cuts made. Send for proofs. CENTRAL PRESS ASSOCIATION, Columbus, O.

**CATARRH** can **SURELY** be Cured by Nature's Remedy for Catarrh. \$1 a package; trials 40c. Important particulars and testimonials free. GRAY & CO., Montrose, Pa.

**FOR WINDOW DRESSING.**  
Beautiful Photos of Prominent Women and Prominent Actors and Actresses (some in tights if desired). Sample and cat., 30c.; doz., \$3.00. S. W. HOKE, 225 Dearborn St., Chicago.

**"I Write Adv's"** for general advertisers. Pamphlets, Circulars, Letters. "Rates reasonably high." **GEO. W. ELLIOTT**, Rochester, N. Y.

**Land Companies**

and individuals having land for sale, who may wish to advertise in an over-crowded manufacturing district, at a moderate cost, and in a field not worked to death, will do well to correspond with me.

**B. L. CRANS**, 10 Spruce St., New York.

**Books** New Issues every week Catalogue 132 pages

free. Not sold by Dealers; prices too low. Buy of the Publisher,

**John B. Alden**, 393 Pearl St., New York



**TRADE MARKS, LETTER HEADS, BRANDS, EMBLEMS, etc., carefully designed. ORIGINAL, BRIGHT and BUSINESS.** The best firms in the country use my work. Correspondence solicited from those wanting special ability. Address

**JOHN W. BARWELL**,  
639 Park Ave., Chicago, Ill.

**103,723** NAMES of wives of prominent citizens in 28 States. New, accurate, neatly gotten up. The best list on the market.

**524,969** NAMES of FARMERS in New York, Penn'a and 12 Western States. Sheets can be used in a mailer. Very cheap. For sample sheets of the above and prices, address **ALFRED A. HORN**, Publisher, 6 Clinton Place, N. Y. City.

**Dodd's Advertising Agency, Boston.**  
265 Washington Street.

**Send for Estimate.**

**RELIABLE DEALING. CAREFUL SERVICE.**  
LOW ESTIMATES.

## TAKE A



Turn it over and write on the back the following:

## Do You Travel?

**I**F SO, the exact *local railroad fares, distances and connections between all business towns* throughout the U. S. and Canada, with *populations, hotel rates, and number of firms engaged in the different lines of trade* in each, cannot fail to be interesting to you. "GIBB'S ROUTE AND REFERENCE BOOK" gives this. Specimen pages sent free.

GIBB BROS. & MORAN, New York.



**728. A HIGH GRADE FALCON PEN.**  
equal to the best, 40c. per gross, postpaid. We  
can save you money on any pen. You name  
the pen and we will quote the price. Address  
H. H. LAWRENCE & CO., Saratoga, N. Y.  
**BANK SUPPLIES.**

**MONEY CAN BE MADE**  
If you have a good article to sell, by advertising in newspapers. So advertisers say. How did they do it? Write to us about what you have to advertise, and we will tell you how and whether NEWSPAPERS ARE LIKELY TO PAY YOU.

**J. L. STACK & CO.**  
Newspaper Advertising Agents  
ST. PAUL, MINN.

**Stack**  
NEWSPAPER ADVERTISING AGENTS  
ST. PAUL, MINN.  
100 N. 3RD ST.  
ST. PAUL, MINN.  
100 N. 3RD ST.

**AUSTRALIAN.** Before fixing up your advertising, we should like you to write to us for an estimate. We guarantee to save you money, for, being on the spot, we can do advertising cheaper than any other firm at a distance. All papers are filed at our bureau, and every appearance is checked by a system unparalleled for accuracy. On application we will prepare any scheme of advertising desired, and by return will send our estimate. We desire it to be understood that we are the leading Advertising Firm in the Southern Hemisphere. Establishments over a quarter of a century. F. T. WIMBLE & CO., 369 to 373 George St., Sydney, AUSTRALIA.

**CANADA.**—If you intend advertising in Canada it will be of interest to know that we handle more business with Canadian newspapers than any other Agency in existence. We control the Canadian advertising of many of the largest and shrewdest advertisers in the world, **Pears' Soap**, for instance. Our efforts are directed to Canada alone, and an intimate knowledge of the peculiarities of the Canadian press, gained in many years of experience, enables us to render a special service. We are simply asking you to communicate with us before placing your orders. **A. McKIM & CO., Montreal, Canada.**

Dear Sir:

Please send me a descriptive pamphlet of your "Improved Book-keeping and Business Manual," and oblige.

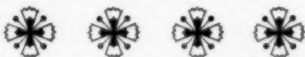
Yours truly,

(Your name) .....

(Your address) .....

Hand it to "Uncle Sam," and you will receive by return mail a circular describing the contents of a book which every good book-keeper and progressive business man who wishes to keep up with the times should possess. Price, \$3.

**FREE OF TAXES.** Three \$50,000 National Banks in good North Texas towns, organized by us, now net 12 to 22 per cent. free of taxes. Beat big banks in cities. Rate higher, security better. Country fertile, crops good (cotton, wheat, corn), people prosperous. Local business men interested. Many New England stockholders. 25 years residence in Texas. Another bank now being organized, stock \$25 and upward sold. Circulars, statements, maps free. JOHN G. JAMES, PRES'T CITY NATIONAL BANK, Wichita Falls, Texas.

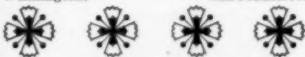


## MAKE THE PACE.

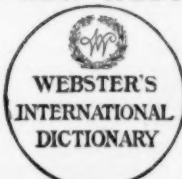
**Highest Grade Only. Poems in Steel.**

**SEND FOR CATALOG.**

**THE OVERMAN WHEEL CO.,**  
**Chicopee Falls, Mass.**  
 Boston. Denver.  
 Washington. San Francisco.



**Just Published.**



**Entirely New.**

The Authentic "Unabridged," comprising issues of 1864, '79 and '84 (still copyrighted), is now Revised and Enlarged, and bears the name of **Webster's International Dictionary**. Revision has been in progress for over 10 years. More than 100 editorial laborers employed. \$300,000 expended before first copy was printed. Critical examination invited. **Get the Best.**

Sold by all Booksellers. Illustrated pamphlet free. **G. & C. MERRIAM & CO.,** Publishers, Springfield, Mass.

# PRIMERS

such as merchants and manufacturers use to help sell specialties; Spring Trade Circulars and Season Announcements—I write them, and get them up in novel and original styles.

**Samples Free.**  
**A. L. TEELE, Writer of Advertising, 55 W. 33rd St., New York.**

"When found, make a note of."—*Captain Cuttle.*

The right men in the right place are

**C. MITCHELL & CO.,**  
Of London, England,

(12 & 13 Red Lion Court, Fleet St., E. C.)

*Advertising Contractors of 50 years' standing.*

**THE MANUFACTURER** who travels should note the address. A half hour's chat about English, Continental and Colonial advertising with a member of this firm is worth a whole year of correspondence.

The Manufacturer who cannot find time to travel should write to C. M. C. Their extensive American clientele and long acquaintance with English advertising enables them to arrive at an understanding more promptly than any other house in London.

The Advertising Agent who studies his clients' interests (and his own) should consult C. M. C. when he has orders to place any advertising in Great Britain. They are practical, reliable, energetic and economical.

Testimonials from leading American firms. Estimates and specimen papers free on application. "*The Newspaper Press Directory*," forty-sixth annual issue, price, by post to the United States, 50c.

## SOME

### ADVERTISING

### AGENTS

have said that we give the lowest rates to be obtained on Home-Print Country Weeklies.

## WE THINK

### THIS MAY

### BE TRUE!

Absolute proof that advertising charged for has been done is furnished each customer by showing one copy of each date of papers on our bills.

NO PAPER SHOWN,

NO PAY REQUIRED.

Who offers more satisfactory proof?

**NELSON CHESMAN & CO.**

ESTABLISHED 1874. INCORPORATED 1890.  
Newspaper Advertising Agents

Business Office, 1137 Pine St., St. Louis, Mo.  
Branch Office, 54 Beekman St., New York City.

## WE HAVE A LETTER

from a patron stating that in **ONE MONTH** he had received **FOUR HUNDRED and SIXTY THREE** replies from a 10c. **TWO** line advertisement



That appeared in the Dec. '90 issue of COMFORT and answers were still coming.



Now as the goods he furnished gave perfect satisfaction, and he made over 500 per cent. profit by the investment, we think this proves that it **PAYS** to use COMFORT, even in a small way.

Space at the Agencies or of **THE GANNETT & MORSE CONCERN**, Augusta, Maine.

## American Newspaper Directory

FOR

# 1890.

Twenty-second Annual Volume.

Fourteen Hundred and Fifty-two Pages. Price, FIVE DOLLARS.

This work is the source of information of Statistics of Newspapers in the United States and Canada.

Advertisers, Advertising Agents, Editors, Politicians and the Departments of the Government rely upon its statements as the recognized authority.

It gives a brief description of each place in which newspapers are published, stating name of county, population of place, etc., etc.

It gives the names of all Newspapers and other Periodicals.

It gives the Politics, Religion, Class or Characteristics.

It gives the Days of Issue.

It gives the Editor's name.

It gives the Publisher's name.

It gives the Size of the Paper.

It gives the Subscription Price.

It gives the Date of Establishment.

It gives the Circulation.

It gives the Names of all Papers in each County, and also shows the geographical section of the State the County is located in.

It also contains many valuable Tables and Classifications.

Sent to any address on receipt of price, by

**GEO. P. ROWELL & CO.,**

PUBLISHERS,

(Newspaper Advertising Bureau,  
10 Spruce St., New York.

# WANTED AN ADV'T.

WE WILL PAY  
**Twenty-Five Dollars**

in currency to the person sending us what we consider the best worded and most effectively

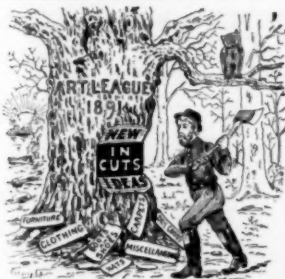
*Displayed Advertisement*

OF  
"THE TABLE,"

BY FILIPPINI, OF DELMONICO'S.

The advertisement to occupy a space of not more than 4x5 inches. Contest closes April 1st, 1891, and prize to be awarded within ten days from that date. Circulars and descriptive matter supplied on application.

**CHARLES L. WEBSTER & CO.,**  
3 East 14th Street, New York City.



This little cut calls your attention to our facilities for furnishing new ideas, and writing odd and attractive advertisements. If you wish

## NEW CUTS

or unique advertisements without cuts, write. Don't be afraid our prices are too high. Try it.

If you want the best

## ODD IDEAS

for trade-marks or other purposes, you may be sure of getting promptly the work of fine artists if you order of

**THE ART LEAGUE,**  
133 World Building, N. Y.

**H. H. CARTER & COMPANY.**

Paper Merchants and Manufacturers.  
Engravers, Publishers, etc.

Boston, Jan. 23rd, '91.

Mess. Robert Bonner's Sons.

Gentlemen—Our advertisement in the New York Ledger last fall, which we tried for the first time, proved very satisfactory.

It brought us large returns.

Yours truly,

**H. H. CARTER & CO.**

## ALLEN'S MILLION!

The periodicals of **ALLEN'S LISTS** reach nearly or quite one-fifth of the rural population of the United States regularly, and over one-fifth in the course of every year. Tens of thousands take no other paper at all. Hundreds of thousands take only their local paper in addition. **The shrewdest leading advertisers are uniformly found in ALLEN'S LISTS.**

### THE TEST.

Those whose business is of such a nature that they can trace their returns to the mediums that influence them, find that **ALLEN'S LISTS lead all the rest.** A number of proprietary medicine houses, such as Wells, Richardson & Co., and Scott's Emulsion, took special means of making such tests. The result has uniformly been large, continuous contracts. We court the test; it is a race we like to enter, especially in company with the fastest of the gilt edged.

Should less than one million copies be printed and circulated, of any month's issues, I agree to give to each advertiser a discount in exact proportion. **THIS HAS BEEN A STANDING OFFER FOR YEARS. IT IS UNPARALLELED, NO OTHER PUBLISHER HAVING MADE A SIMILAR OFFER.**

Forms close the 18th of each month, prior to the date of the periodicals.

**E. C. ALLEN,**

PROPRIETOR OF ALLEN'S LISTS,  
Augusta, - - - Maine.

# 64,781

## Yearly Subscriptions Received in Five Weeks.

The following tables exhibit the actual number of yearly subscriptions received by THE PEOPLE'S HOME JOURNAL each day for the five weeks beginning December 15th, 1890, and ending January 17th, 1891:

December 15th...	2,054	January 5th....	3,393
" 16th....	901	" 6th....	2,134
" 17th....	1,514	" 7th....	2,313
" 18th....	1,337	" 8th....	2,176
" 19th....	1,953	" 9th....	2,810
" 20th....	2,011	" 10th....	2,303

Total for the week..... 9,860

Total for the week..... 15,019

December 23d....	3,067	January 12th....	3,493
" 24th....	2,095	" 13th....	1,436
" 25th....	1,595	" 14th....	2,013
" 26th....	3,345	" 15th....	1,787
" 27th....	2,725	" 16th....	1,680

Total for the week..... 12,827

Total for the week..... 12,311

December 29th....	3,434	W'ke'd'g Dec. 30.	9,860
" 30th....	1,689	" " " 27.	12,827
" 31st....	2,020	" " Jan. 3.	14,764
January 2d....	3,945	" " " 10.	15,019
" 3d....	3,676	" " " 17.	12,311

Total for the week..... 14,764

Total for five weeks..... 64,781

Bear in mind that the above is a record only of yearly subscriptions received. Transient or short-time subscriptions are not included.

We guarantee that the circulation of THE PEOPLE'S HOME JOURNAL for the year 1891 shall never be less than

**180,000 COPIES EACH ISSUE,**

**Exclusively to paid-in-advance  
Yearly Subscribers!**

Advertisers are invited to call at our office and examine the printed mail-lists of THE PEOPLE'S HOME JOURNAL, any name upon which may be verified in two minutes by comparison with the original letter from subscriber.

Subscriptions to THE PEOPLE'S HOME JOURNAL are obtained solely upon the merits of the paper. We offer no premiums except for clubs, consequently our subscriptions are not bought, but come to us because we issue a periodical for which there is a public demand.

The present advertising rate of

**80 Cents per agate line per**

less five per cent. on six months' and ten per cent. on yearly contracts, is still in force, notwithstanding the phenomenal growth in our circulation, but the rates will be advanced at no distant day, consequently advertisers should make contracts now in order to secure the benefit of the present remarkably low rates.

All reputable advertising agencies receive orders for THE PEOPLE'S HOME JOURNAL. Orders sent direct from parties unknown to us or who do not have a good financial rating must be paid for in advance. Forms close on the 25th of each month preceding date of issue.

**F. M. LUPTON, Publisher,  
105 & 108 Reade St., New York.**

## TO PUBLISHERS.

Any publisher of a Newspaper who desires to educate his patrons on the subject of advertising, with a view of causing them to become more liberal advertisers, may subscribe for a limited number of copies of PRINTERS' INK, to be sent to designated names, and may pay for their subscriptions by inserting an advertisement of Geo. P. Rowell & Co's Advertising Bureau, in full settlement at his schedule advertising rates, without discount or commission. Publishers wishing to avail themselves of this offer may address PRINTERS' INK, No. 10 Spruce St., New York, stating the number of subscriptions desired.

## NEWSPAPER A BOOK ADVERTISING 256 Pages, Contains:

DAILY NEWSPAPERS IN NEW YORK CITY, with Advertising Rates.  
DAILY NEWSPAPERS IN CITIES OF more than 150,000 population.  
DAILY NEWSPAPERS IN CITIES OF more than 30,000 population.

THE BEST LIST OF LOCAL NEWSPAPERS, covering every town of over 5,000 population and every important county seat.

ONE NEWSPAPER IN A STATE: the best one for an advertiser.

STATE COMBINATIONS IN WHICH ADVERTISEMENTS are inserted at half price.

A SMALL LIST TO ADVERTISE EVERY section of the country: a choice selection, made with great care, guided by long experience.

LARGEST CIRCULATIONS. A COMPLETE List of all papers issuing regularly more than 25,000 copies.

NINE BARGAINS IN ADVERTISING FOR experimenters.

BARGAINS IN ADVERTISING IN DAILY Newspapers in many cities and towns; offers peculiar inducements to some advertisers.

CLASS JOURNALS, AN EXTENSIVE List of the very best.

7,042 VILLAGE

NEWSPAPERS—

more than one-half

of all the American

Weeklies—in which

advertisements are

inserted for \$4.25 a

line and appear in

the whole lot.

Book sent to any

address for



**THIRTY CENTS.**



# The Daily Continent

Successor to "The Star,"

**NEW YORK.**

16 pages, 5 columns to page, Daily.  
**2 Cents.**

32 pages, 5 columns to page, Sunday.  
**5 Cents.**

16 pages, 5 columns to page, Weekly.  
**\$1.00 per Year.**

The "new departure" in journalism and praised by everybody. A leader of a new day. "*Unique and handy.*" "*Why didn't somebody think of it before?*" Compliments and praises by the thousand. Sample copies free.

**FRANK A. MUNSEY, Publisher,**  
239 Broadway, corner Park Place,  
**NEW YORK.**

H. P. HUBBARD, Manager Advertising Department; also of *The Argosy* and *Munsey's Weekly*. Two leaders of their kind.

J.—

## JOCULAR

advertisements illustrated or otherwise invariably please the public. Happy

## JINGLES

tickle the ear and remain in the memory. To jest

## JUDICIOUSLY

is not only healthy, but wise. Seasonable jokes when

## JOINED

to business rob the latter of its dullness and

## JUSTIFY

the advertiser in looking forward to great profits with

## JUBILATION.

This is a style of advertising for which we are now celebrated. Write to

**O. J. GUDE & CO.,**  
GENERAL ADVERTISERS,

113 Sixth Avenue, N. Y.

JOHN S. GREY,  
Literary Department.

## DO YOU USE PRINTING INK?

You can save **time** and **money** by ordering from the

**W. D. Wilson Printing Ink Co.,**  
LIMITED,

140 William St., New York.

*Good Goods and prompt delivery.*

— TRY THEM. —

PRINTERS' INK is printed with WILSON'S INK.

### TESTIMONIAL.

OIL CITY BLIZZARD, }  
OIL CITY, Feb. 14th, '91. }  
W. D. Wilson Printing Ink Co., }  
140 William St., New York:

GENTLEMEN—The ink you sent us in July has proven highly satisfactory, equally as good in every respect, and better in some, than that for which we had previously been paying 12c. After trying about a dozen different ink houses, we had about come to the conclusion that none but Ullman's high-priced inks would fill the bill. But what you sent us at 7c. is equally as good in every respect. Send by freight 250 lbs. more of the same.  
Yours, etc.,  
BOWEN & McKNIGHT.

## IT'S A FACT!

Many men who have failed in business are said to have

## Gone to the Wall!

But this is surely a great error.

The most successful business houses in the country have persistently

## GONE TO THE WALL

and fence for advertising purposes and reaped rich harvests therefrom.

We paint and place signs on walls, roofs, fences and everywhere else required. We have EXCLUSIVE PRIVILEGES for Advertising on the walls of over 2,000 Drug, Grocery and Liquor Stores in Brooklyn and New York. Write for particulars.

**O. J. GUDE & CO.,**

GENERAL ADVERTISERS,  
113 Sixth Ave., New York.

The manager in charge of the revision of the

## AMERICAN NEWSPAPER DIRECTORY

— FOR 1891 —

reports that letters received this year indicate an increased interest and a much better feeling on the part of newspaper publishers toward the Directory than has been common heretofore. It is to be remarked that an unusual proportion of the letters from newspaper publishers end with warm expressions of confidence, esteem and good will, and that the same seem to be further intensified by

### *The Orders for*

### *Newspaper Advertisements*

to be inserted in the Directory. These exceed those of any other year since its publication was inaugurated.

This pleasing condition of affairs is to be attributed in a great measure to the fact that in recent articles in PRINTERS' INK there have been exhibited details illustrating the painstaking manner in which the Directory is compiled, and exhibiting to publishers of newspapers in what a really conscientious manner the work of revision upon the Directory is performed. It would appear that as a little peace-maker PRINTERS' INK is doing a great work in smoothing down the rough places to be found in the path that runs between the newspaper and the Directory.

### OVER 300,000 READERS OF PRINTERS' INK.

For the purpose of bringing PRINTERS' INK to the attention of all classes of business men, arrangements have been made to send sample copies at the rate of 20,000 a week until the following lists have been addressed.

In every sample copy sent there will be folded a subscription blank.

For the next three months the circulation of PRINTERS' INK is certain to be more than 40,000 copies, and likely to be less than 50,000 copies, each issue.

The entire circulation is among advertisers, or people who ought to be advertisers.

Incorporated 1885.  
RAPID ADDRESSING MACHINE COMPANY,  
57, 59 & 61 Park Street.  
Trade Lists Compiled from R. G. Dun &  
Co's Reference Book.  
NEW YORK, Jan. 16, 1891.  
Messrs. G. P. Rowell & Co.,  
New York City.

GENTLEMEN—We respectfully submit to you the number in our trade lists as requested by you.

Architects.....	3,000
Agricultural Implements.....	13,961
Boiler Makers.....	563
Brewers.....	2,516
Books and Stationers.....	7,500
Boots and Shoes.....	20,200
Car, Ship and Bridge Builders.....	10,109
Confectioners and Bakers.....	1,520
Carriage Makers.....	16,914
Crockery Dealers.....	3,480
Clothiers.....	10,719
Dry Goods.....	13,419
Drugs, rated K and up.....	17,709
Distillers.....	1,580
Engineers and Contractors.....	5,240
Grocers.....	43,435
Men's Furnishing.....	9,586
Hardware.....	12,392
Jewelers.....	20,381
Shirt Manufacturers.....	800
Prom. Insurance Agents.....	22,500
Furniture.....	7,200
Machinery.....	6,400
Men Who Think.....	10,000
Tobacco and Cigars.....	1,000
Investors.....	15,000
Board of Trade.....	32,000

307,517

Will address your Wrappers, 30,000  
per week.....at \$2.00 per M  
Wrap and Mail....." 1.00 "

\$3.00

Yours truly,

F. D. BELKNAP,

Rapid Addressing Co., 314 Broadway, N. Y.

NEW YORK, January 16, 1891.

Rapid Addressing Co.,  
314 Broadway, New York City.

GENTLEMEN—We have your favor of even date.

Please go ahead with the work of addressing wrappers for us to the trade lists named by you—307,517 names; to be delivered in lots of 20,000 each, one lot each week until the lot is finished; the first lot to be delivered on the 24th inst. Very respectfully,

GEO. P. ROWELL & CO.

Advertising rates in PRINTERS' INK are 50 cents a line, or \$100 a page, each issue.

**YOU CAN SELL ANYTHING**  
 of use for enjoyment, health,  
 comfort, adornment, consump-  
 tion or luxury, that appeals to worthy people, of  
 large means or small, through our papers. They have  
 paid other advertisers. Write to us about what you  
 have to sell. Very likely they will pay **YOU**  
 The Religious Press Association  
 PHILADELPHIA.

Sunday School Times,  
 PHILADELPHIA.  
 Presbyterian.  
 Lutheran Observer.  
 National Baptist.  
 Christian Standard.  
 Presbyterian Journal.  
 Ref'd Church Messenger  
 Episcopal Recorder.  
 Christian Instructor.  
 Christian Statesman.  
 Christian Recorder.  
 Lutheran.  
 BALTIMORE.  
 Baltimore Baptist.  
 Episcopal Methodist.



One  
 Price  
 Advertising

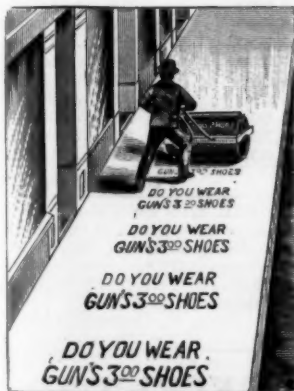
Without Duplication  
 of Circulation

HOME 14 BEST  
 JOURNALS WEEKLIES  
 Every Week  
 Over 260,000 Copies

Religious Press  
 Association  
 Phila

## THE MAN WHO DRIVES THE HEARSE

"Is Not In It."



And you may think it is the same with us;  
 but nevertheless we consider it a loss of time  
 to discuss the amount of money spent last  
 year for advertising; but a question of im-  
 portance to every advertiser is, How can I  
 this year get equal returns for less money?

### SOME ONE IS GOING TO Save 99 Per Cent.

Of their outlay without decreasing their re-  
 turns by using the Sidewalk Printing Ma-  
 chines.

In comparison with some of your advertis-  
 ing investments of last year, would not cards,  
 5 feet by 6 feet, printed on the sidewalk,  
 where they are bound to be seen, be good  
 value at 10 cents each? They will cost you

Less than one-tenth of a cent each.

We are offering for sale territorial rights  
 for this machine in the United States, Eng-  
 land, Canada, etc., on a basis of 2 cents per  
 hundred of population. No territory sold for  
 less than \$100. A suitable reduction will be  
 made to any one taking any considerable part  
 or the whole of the territory offered. Make  
 application at once, for on these terms it will  
 not be in the market long.

**DIGNAM & COX, Agents,**  
**39 Yonge Street, Toronto, Canada.**



Is of great value when placed in a medium like the

## DENVER REPUBLICAN.

The REPUBLICAN is concededly the most important newspaper in Colorado. No "gift enterprise" business, but a sturdy, honest, unquestioned supremacy, sweeping the State from center to circumference. It costs money to print it—nearly \$300,000.00 a year—but it "gets there" to the tune of a half million a month, and has the character and quality, coupled with the requisite numerical strength, as shown by the following letter to Geo. P. Rowell & Co.:

THE DENVER REPUBLICAN, (REPUBLICAN PUBLISHING CO., Publishers,) }

K. G. COOPER, Pres't and Gen'l Man. DENVER, Col., Feb. 1, 1891. }

Messrs. GEO. P. ROWELL & Co., 10 Spruce St., New York City, New York :

GENTLEMEN—Following is a detailed statement of the circulation of the daily DENVER REPUBLICAN for the Month of January, 1891 :

1.....29,650	12.....14,200	22.....14,700
2.....14,100	13.....14,250	23.....14,750
3.....14,250	14.....14,350	24.....15,000
4.....22,600	15.....15,800	25.....23,700
5.....14,000	16.....14,550	26.....14,550
6.....14,050	17.....14,800	27.....14,700
7.....14,100	18.....23,650	28.....14,700
8.....14,100	19.....14,600	29.....14,800
9.....14,125	20.....14,750	30.....14,800
10.....14,300	21.....14,800	31.....14,900
11.....22,000		

**Daily average, 16,110**

**Total, 499,525**

The above figures show THE REPUBLICAN'S circulation to be at least 33½ per cent. greater than that of any other daily published between the Missouri River and the Pacific Coast. In placing advertising for your customers in the West, we hope you will not overlook the superior advantages offered by the quantity and quality of the circulation of THE REPUBLICAN.

Yours truly,

REPUBLICAN PUB. CO.,

Cy. E. COOPER, Cashier.

48 Tribune Building,  
NEW YORK.

509 "The Rookery,"  
CHICAGO.





**1** Any contract for advertising space in the SATURDAY BLADE or CHICAGO LEDGER now in existence or that may hereafter be made can be discontinued (not suspended) by the advertiser at any time at pro-rata rate for time it has run. If an advertiser can not make money out of space in my papers I don't want his business. W. D. BOYCE.

**2** The question is frequently asked, How can the CHICAGO LEDGER jump from about 25,000 copies per week to nearly 100,000 copies per week in a few months after the same is bought by the publishers of the SATURDAY BLADE? The answer is simple and easy to understand. The BLADE is sold in over 7,000 towns each week by special agents and boys for the BLADE. The LEDGER was immediately placed in the hands of the same agents. They sell the BLADE on Saturday and the LEDGER on Wednesday.

**3** I contract to prove 300,000 copies weekly on the BLADE and LEDGER for the next year, and until April 1st make a net rate of \$1.00 per line per insertion for both papers. This is only

**1-3 Cent per Line per Proved 1,000.**

After April 1st rate will be advanced 40 per cent.

Apply for space at once to any agency or to the publisher direct.

**W. D. BOYCE,**

**116 and 118 Dearborn St., Chicago, Ill.**

## Miscellanies.

It is easy running a paper in Wyoming—the mobs furnish noose items.—*Texas Siftings*.

Not Remunerative.—“It's all very well to talk of writing for posterity,” sighed the poet; “but posterity isn't editing any magazines.”—*Puck*.

“To the victor belong the spoils,” is the doctrine of many politicians, and yet they all object when the spoils come as eggs.—*St. Joseph News*.

In Florida.—First Guest: Why do you speak of that gentleman as his highness? Second Guest—He is the proprietor of this hotel. When you come to pay your bill you'll understand it more fully.—*Brooklyn Life*.

“Johnny,” said the Sunday school teacher, “do you know where the little boys go who fish on Sunday?”  
“Why, of course I knows where they go. Want to go with me?”—*St. Joseph News*.

New Boston Reporter (assigned to interview the Collector of Customs)—Where will I find Mr. Beard?

Old Boston Reporter—There's a sign down on State street that says “Whiskers Dyed Here,” so I guess he's dead.—*Town Topics*.

“There's a place for you, Bill,” said the tramp, laying down his newspaper.  
“What is it?”

“An actress advertises for a walking gentleman. You've had a pile of experience.”—*Ex.*

Not Visible to the Naked Eye.—Cleverton: I hope you won't think an old friend impertinent, but about how much is your income?

Dashaway—Well, to tell the truth, old man, I live so far beyond it that it's way out of sight.—*Life*.

Landlady—Let's see, Mr. Impecune owes me for three weeks' board. You needn't mind dusting Mr. Impecune's room this morning, Jane.

Jane—No mum, the gentleman's done it himself.

Landlady—Done what?

Jane—Dusted.—*American Grocer*.

A Literary Opinion.—Maggie Zene: Have you read any of these “Talleyrand Memoirs” in the *Century*?

Addie Page—Yes; but I believe they're made up. No man living can remember as far back as he claims to be able to. Why, he writes about Benedict Arnold, and says he knew Alexander Hamilton.—*Puck*.

The Arlington Banner has suspended and Editor Chafin has turned his attention to farming. What a pity it is he didn't run the farm in connection with the newspaper! A good farm, stocked with a year's provisions, ought to keep an ordinary newspaper going for twelve months.—*Atlanta (Ga.) Constitution*.

Unfortunate.—“You've broken that lecture item off nicely,” said the editor to the foreman.

“How so?”

“You've cut off all the names of those present but two, and made me say: ‘Scattered through the hall were J. Bronson Smithers and Mrs. Smithers.’”—*Puck*.

Putting the write man in the write place is the duty of the city editor of a newspaper.—*St. Joseph News*.

He Was Right.—“Eve,” said Adam, a few minutes after he had eaten the core.

“Yes, Addie?”

“I believe we are going to have trouble in our midst.”—*Brooklyn Life*.

Little Edith—Mamma, what's a poorhouse?

Mamma—A poorhouse, Edith, is an imaginary place of papa's, where he intends residing next week.—*Puck*.

The New York *Continent* expatiates most graphically on the noses of many fair women. A good many people think with sadness of the noses of many fair women.—*St. Joseph News*.

An eminent surgeon says that with four cuts and a few stitches he can alter a man's face so his own mother would not know him. That's nothing. Any newspaper can do that much with only one cut.—*Ex.*

At a recent progressive euchre party given by a woman in New York society, the prizes awarded were handsome pieces of Royal Worcester, silver-handled canes and umbrellas, and for the booby prize a copy of Ward McAllister's book.—*Life*.

A Trade Secret.—Mansfield: What is the difference between the dramatic critic and the dramatic editor?

Winter—The critic carves the play on the opening night, and the editor puffs it during the remainder of the engagement.—*Puck*.

Bluhooly (at Y. M. C. A. Library)  
—I've got a ticket, see? And I wants a book. Hev ye got de life of Jack de Ripper?

Librarian (aghast)—No, sir.

Bluhooly—Well, den, gimme “Fox's Book o' Martyrs!” See?—*Town Topics*.

If You See It in the — It's So.—

“Why are you so sure Hill is the coming man for President?”

“I saw it in a paper my uncle sent me.”

“Where does your uncle live?”

“Rattlesnake Gulch, Lynch County, Texas.”—*Puck*.

Journalism in Illinois must be in a bad way since the Legislature of that State is considering the enactment of a law making it a felony to perpetrate a “fake” on a newspaper. Chicago reporters are quaking in their boots, and it is said that the chattering of Eugene Field's teeth can be distinctly heard at the lake front.—*Philadelphia Press*.

An Impressionist.—“Almost all de Feuilletton's work is so disjointed. His essays are always broken up by lines of stars. What's the sense of that?”

“They indicate the places where he dipped his pen into the mucilage bottle, and stopped abruptly to make a few remarks. The stars represent the remarks.”—*Puck*.

Slam Her In.—The story is told of a country editor who had met with an accident. When he recovered consciousness his rival was present and yelled in his ear: “I'm very sorry for you, sir.”

“You are, eh; what for?”

“They say you've broken your spinal column.”

“Confound that boy! He's dropped the form again. Fill it with slugs and slam her in.”—*American Grocer*.

— THE —

# YANKEE BLADE

BOSTON, MASS.

— — — — —

500,000

PREMIUM EDITION.

— — — — —

Not a copy of this 500,000 guaranteed edition will be given away on the street, but every one will go in a separate wrapper, by mail, directly into the home of the person addressed.

Our addresses are not printed lists, nor from letters that have been jobbed about for the use of a dozen different parties. Not a name in the entire number has ever been copied before. It is very valuable and select, and every name is a signature to a letter written within a year, enclosing money in answer to an advertisement.

This enormous 500,000 edition guaranteed is sent out for the special purpose of getting new subscribers to the YANKEE BLADE. If we can get subscribers, you can get replies to your advertisement.

Price \$2.00 an agate line and circulation proved. Order direct or through any advertising agency.

Forms Close March 4.

POTTER & POTTER.

**KNOWN**

300,000		300,000
300,000		300,000
300,000		300,000

**CIRCULATION****THE THREE TELEGRAMS**

make a great combination for advertisers. These three weekly papers, published respectively at Elmira, Harrisburg and Albany, now have a combined circulation not much below 300,000 copies per issue. They are all published on Sunday, and as advertising mediums they have all the advantages of Sunday as well as weekly papers.

**THE ELMIRA  
TELEGRAM**

is the oldest of the three and has a sworn circulation of 172,470 copies. It has a plant valued at \$300,000 and on all counts it is prepared to defend its claim to the title of "first exclusively Sunday paper of America."

**THE HARRISBURG  
TELEGRAM**

was started by the owners of the *Elmira Telegram* in 1882 and was conducted on the same line that had won such a success for the first-mentioned paper. That these efforts were successful is shown by the fact that the paper has attained a weekly circulation of 75,000.

**THE ALBANY  
TELEGRAM**

is a later offshoot. No expense has been spared to make it the kind of a paper the great majority of people want. Not only this, but it has been systematically pushed so that it can now verify a claim to 51,000 weekly circulation.

*The combination offers an incomparable investment to the advertiser.*

A. FRANK RICHARDSON,  
*Special Agent,*

317 CHAMBER OF COMMERCE,  
CHICAGO.

13, 14 & 15 TRIBUNE BUILDING,  
NEW YORK.